



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Marengo, AL

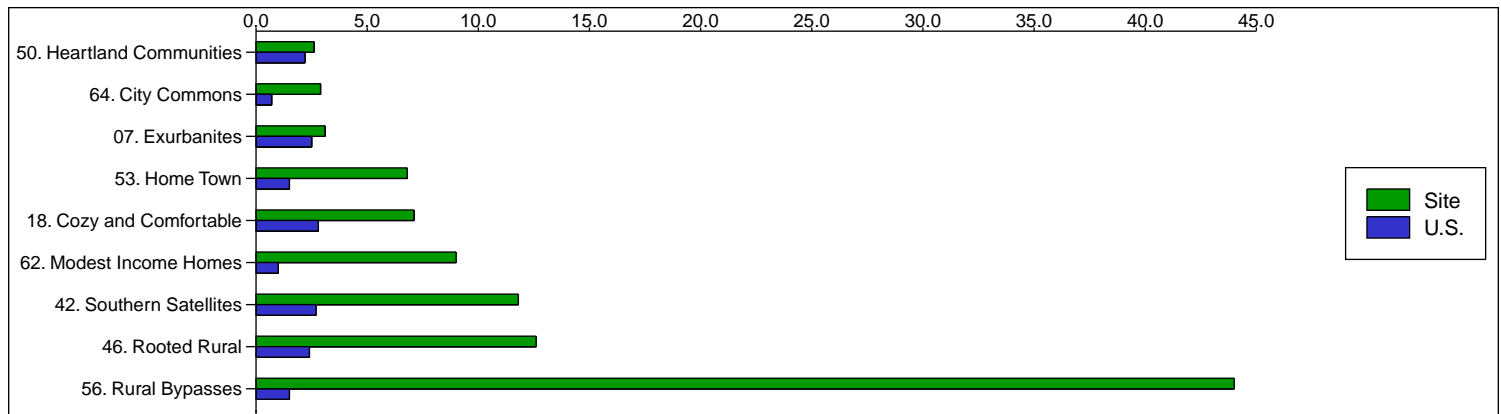
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	56. Rural Bypasses	44.0%	44.0%	1.5%	1.5%	2911
2	46. Rooted Rural	12.6%	56.6%	2.4%	3.9%	517
3	42. Southern Satellites	11.8%	68.4%	2.7%	6.6%	433
4	62. Modest Income Homes	9.0%	77.4%	1.0%	7.6%	890
5	18. Cozy and Comfortable	7.1%	84.5%	2.8%	10.4%	250
	<b>Subtotal</b>	<b>84.5%</b>		<b>10.4%</b>		
6	53. Home Town	6.8%	91.3%	1.5%	11.9%	463
7	07. Exurbanites	3.1%	94.4%	2.5%	14.4%	123
8	64. City Commons	2.9%	97.3%	0.7%	15.1%	434
9	50. Heartland Communities	2.6%	99.9%	2.2%	17.3%	122
<b>Total</b>		<b>99.9%</b>		<b>17.3%</b>		<b>576</b>

## Top Ten Tapestry Segments

Site vs. U.S.

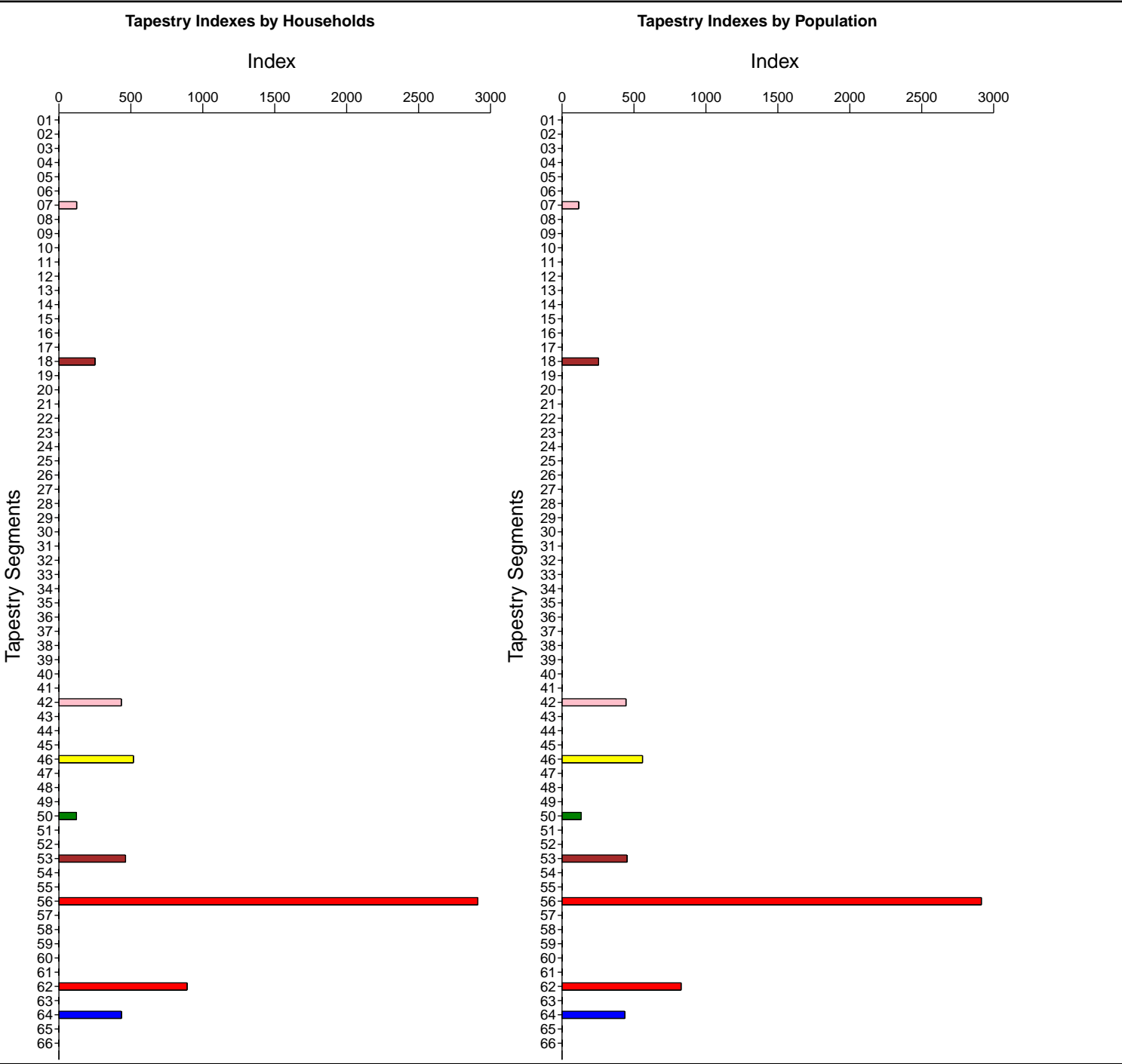


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Marengo, AL



Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Marengo, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	8,790	100.0%		21,645	100.0%	
<b>L1. High Society</b>	270	3.1%	24	642	3.0%	21
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	270	3.1%	123	642	3.0%	115
<b>L2. Upscale Avenues</b>	623	7.1%	51	1,554	7.2%	52
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	623	7.1%	250	1,554	7.2%	254
<b>L3. Metropolis</b>	792	9.0%	171	1,827	8.4%	161
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	792	9.0%	890	1,827	8.4%	827
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	231	2.6%	21	555	2.6%	25
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	231	2.6%	122	555	2.6%	133
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Marengo, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	8,790	100.0%		21,645	100.0%	
<b>L7. High Hopes</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	259	2.9%	38	691	3.2%	35
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	259	2.9%	434	691	3.2%	436
<b>L10. Traditional Living</b>	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	5,504	62.6%	660	13,522	62.5%	669
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,038	11.8%	433	2,568	11.9%	444
53 Home Town	595	6.8%	463	1,361	6.3%	451
56 Rural Bypasses	3,871	44.0%	2911	9,593	44.3%	2914
<b>L12. American Quilt</b>	1,111	12.6%	136	2,854	13.2%	143
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	1,111	12.6%	517	2,854	13.2%	559
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Marengo, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	8,790	100.0%		21,645	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	259	2.9%	62	691	3.2%	57
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	259	2.9%	434	691	3.2%	436
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Marengo, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	8,790	100.0%		21,645	100.0%	
<b>U6. Urban Outskirts II</b>	792	9.0%	175	1,827	8.4%	160
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	792	9.0%	890	1,827	8.4%	827
<b>U7. Suburban Periphery I</b>	270	3.1%	20	642	3.0%	18
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	270	3.1%	123	642	3.0%	115
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	1,218	13.9%	143	2,915	13.5%	148
18 Cozy and Comfortable	623	7.1%	250	1,554	7.2%	254
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	595	6.8%	463	1,361	6.3%	451
<b>U9. Small Towns</b>	231	2.6%	54	555	2.6%	57
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	231	2.6%	122	555	2.6%	133
<b>U10. Rural I</b>	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	6,020	68.5%	890	15,015	69.4%	917
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,038	11.8%	433	2,568	11.9%	444
46 Rooted Rural	1,111	12.6%	517	2,854	13.2%	559
56 Rural Bypasses	3,871	44.0%	2911	9,593	44.3%	2914
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

**Source:** ESRI